

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A computer-implemented method for creating a product sales model for each of a plurality of products, the method being implemented as a plurality of program instructions stored in a computer readable storage medium in a computer system, said method comprising the steps of:

creating, using the computer system, a plurality demand groups, wherein each demand group is a group of highly substitutable products, further wherein each demand group is a set of at least one product and at least one of the demand groups is a set of at least two products;

~~creating a~~ creating, using the computer system, a demand group sales model as a function of price wherein said demand group sales model models sales for each demand group; and

~~creating a~~ creating, using the computer system, an internal market share model for wherein said internal market share model determines ~~determining~~ the fraction of the internal sales of each demand group comprised by each product; and

creating, using the computer system, said product sales model by combining said demand group sales model and said internal market share model.

2. (Currently Amended) The computer-implemented method, as recited in claim 1, further comprising the steps of:

collecting, using the computer system, raw data; and

generating, using the computer system, imputed variables from the raw data, wherein the imputed variables are used to create the product sales model as a function of price.

3. (Currently Amended) A computer program product in a computer-readable media, the computer program product comprising:

computer program instructions which, when executed by a computer, cause the computer to generate an econometric engine for modeling sales as a function of price, the engine further comprising:

an imputed variable generator for generating imputed econometric variables including a base price variable and a base volume variable, wherein said base volume variable represents the volume of product units sold in the absence of discount pricing or other promotional effects; and

a coefficient estimator coupled to the imputed variable generator, and wherein imputed variables generated by the variable generator are used by the coefficient estimator to create a demand group sales model as a function of price, an internal market share model, and a combined product sales model.

4. (Previously Amended) The computer program product, as recited in claim 3, wherein the imputed variable generator receives raw data, and cleans the data.

5. (Canceled)

6. (Previously Added) The computer-implemented method as recited in claim 2, further comprising the steps of:

defining an equalizing factor for the products of each demand group.

7. (Previously Added) The computer-implemented method as recited in claim 2 wherein said imputed variables comprise an imputed base price variable and an imputed base volume variable.

8. (Previously Added) The computer-implemented method as recited in claim 7, further comprising the steps of:

generating a moving average for base price; and  
generating a moving average for base volume.

9. (Previously Added) The econometric engine as recited in claim 4 wherein said raw data includes missing or incomplete data sets.